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The nature and the Influence of the Work of the Information and Education Section, South Dakota Department of Game, Fish and Parks

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THE NATURE AND THE INFLUENCE OF THE WORK OF THE
INFORMATION AND EDUCATION SECTION, SOUTH
DAKOTA DEPARTMENT OF GAME,
FISH AND PARKS

BY

EDWARD RIEDL

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science, Major in
Journalism, South Dakota
State University

THE NATURE AND THE INFLUENCE OF THE WORK OF THE
INFORMATION AND EDUCATION SECTION, SOUTH
DAKOTA DEPARTMENT OF GAME,
FISH AND PARKS

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable as meeting the thesis requirements for this degree, but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Head, Printing and /
Journalism Department

Date

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ER

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CHAPTER I

INTRODUCTION

Review of the literature

This paper deals with a study of an organization whose responsibility is to inform and educate people. This is a study of the program of the Information and Education Section, South Dakota Department of Game, Fish and Parks.

There is much confusion connected with the terms "public relations," "publicity," and "public information." Definitions of these terms will result in a better understanding of this study.

Emery, Ault and Agee define public relations, "as the planned effort to influence and maintain favorable opinion through acceptable performance, honestly presented, and with reliance on two-way communications."¹ Public relations is also a management function. This means that an agree-upon policy of principles and concepts is established which reflects working habits of the organization.

Publicity is only a tool of public relations. Nielander and Miller stated, "The art of publicity may be defined as information

¹ Edwin Emery, Phillip H. Ault and Warren K. Agee, Introduction to Mass Communications, (New York: Dodd, Mead & Company, 1963), p. 330.

which is spoken, written, printed or otherwise expressed, issued to secure public attention."²

Cutlip and Center state that informational output of governmental agencies, nonprofit organizations, schools and similar organizations are usually lumped under the term "publicity."³

Public information does have elements of publicity, but many of the objectives of informational programs are to "inform and educate." Publicity is primarily a secondary objective of information organizations of this type.

Institutions can be grouped into types called "public" or "private." Private institutions, such as industrial concerns, usually establish public relations programs while public organizations resort to use of publicity or information programs.

Most of the literature dealing with information, publicity and public relations is grouped under public relations. Therefore, the researcher must refer to public relations for study on public information and publicity.

Cutlip and Center state that over 5,000 books on public relations were written since 1900 and that numerous periodicals have also contributed to the expanding knowledge in the field.⁴

2 William A. Nielander and Raymond W. Miller, Public Relations, (New York: The Ronald Press Company, 1951), p. 229.

3 Cutlip, Scott M. and Center, Allen H., Effective Public Relations, Englewood Cliffs, New Jersey: Prentice-Hall, 1964), p. 11.

4 Cutlip and Center, p. 490.

Public information had its first real beginnings after the turn of the century.

During World War I a "Committee on Public Information" was established by President Wilson. This committee was headed by George Creel, a journalist. The "Creel Committee" proved to be highly successful in demonstrating the effectiveness of mass publicity and opinion.⁵

The "Creel Committee" used the mass media to tell their story to the people. Use of news releases and promotions for sales of war bonds proved highly effective. Purpose of the "Creel Committee" was to inform the public during wartime.

In the 1920's the Department of Agriculture established the "Office of Information."

Harding stated in his study on the "Office of Information:"

... the "Office of Information" is no wise a publicity agency in the usual sense of that term. Its purpose is not to acquire prestige for itself or the Department as a whole, not to "sell" the Department to the public or to advertise the achievements of Department workers, but to make public the results of the Department's manifold activities.⁶

The major objective of the "Office of Information" was to convey facts to the public.

The Department of Agriculture provided the public with agricultural facts by means of its Press Service and Radio Service.

5 T. Swann Harding, "Information Techniques of the Department of Agriculture," Public Opinion Quarterly, 1:83-5 (Winter 1937).

6 Harding, p. 85.

The Extension Service provided results of research in agriculture and home economics to the public.

In 1952, the giant in the information field, the United States Information Agency was created.⁷

This agency was responsible for United States information activities in foreign lands.

The agency made use of news releases, a variety of literature, photographs, motion film, radio, television, advertising and many other means and techniques in promoting a favorable image of the United States in foreign lands.

This massive agency employed 13,500 people in 1952, but this number was reduced to 9,281 in December 1953.⁸

The United States Marine Corps established a public relations program in 1911.⁹ The public relations branch issued releases, photographs and other matter related to publicity to newspapers.

The city of Philadelphia established a Bureau of Public Information and Service in 1956.¹⁰

Three media specialists were employed. A television show, "Tell It to the Mayor," was started. An average of twenty releases for newspapers, radio and television were issued by the bureau.

7 Leo Bogart, "Measuring the Effectiveness of an Overseas Information Campaign," Public Opinion Quarterly, 21:475 (Winter 1957)

8 U. S. Information Agency, August/December, 1953, p. 1.

9 Cutlip and Center, p. 428.

10 Cutlip and Center, p. 391.

McMillan studied the "News Bureau" of the Office of War Information in 1943. McMillan said:

The job of the "News Bureau" of the Office of War Information is to tell the story of the government's war program to the press, tell it honestly and quickly, and in ways that reduce the chances for confusion about programs that must succeed if the war is to be won.¹¹

The "News Bureau" serviced all branches of the press and attempted to inform all segments of the public about the government's war program. The three major objectives of the "News Bureau" were: 1) getting out all the news; 2) avoiding duplication and waste in telling the government's story to the people; and 3) seeing that the public understands reasons necessary for wartime restrictions.

From 1936 to 1945 only one thesis study (unpublished) was completed on public information. This thesis was a critical analysis of a county school system.¹²

Fine enlarged upon methods of employing an information or publicity program. In a survey Fine completed, he found that the major objective of most universities and colleges was "to build goodwill for the institution."¹³

Fine reported step-by-step how one would develop a publicity

11 George McMillan, "The News Bureau of the OWI--Its Functions and Operations," Journalism Quarterly, 20:117-29 (Summer 1943).

12 Richard Beck, "I & H Service Helped to Glorify Infantry," Editor and Publisher, 78:35 (August 25, 1945).

13 Benjamin Fine, Educational Publicity, (New York: Harper & Brothers Publishers, 1943), p. 106.

or information program. This included the methods one would use in contacting the public.

There was an increase of over twenty unpublished theses on topics primarily concerned with public information from 1950 to 1960. Some of these theses, however, dealt with public relations and publicity.

There apparently has been no research done on public information programs of state game and fish departments. There have been some studies on public relations and publicity by Walker, Cronk, Hileman and Holway.

Walker completed an unpublished thesis in 1959 on conservation public relations.¹⁴

Cronk investigated the scope of public relations activities of state highway departments in 1963.¹⁵

Two interesting studies were made by Hileman in 1957 and by Holway in 1937. Hileman reported on state tourist and industrial industries for forty-eight states. Before 1933 only twelve states took legislative action in establishing some form of advertising program. Hileman refers to two terms--"community advertising"

¹⁴ David W. Walker, "Trees for Tomorrow: A Case Study in Conservation Public Relations," Journalism Quarterly, 37:327 (Spring 1960).

¹⁵ Duane L. Cronk, "An Investigation of the Organization and Scope of Public Relations Activities of State Highway Departments," Journalism Quarterly, 41:306 (Spring 1964).

and "state advertising"--that are involved in promoting. In state advertising one promotes the entire state instead of a single community.¹⁶

From 1933 to 1941, thirty-nine states had organized for the purpose of promotion. Reasons for development of these first state advertising programs was the recognition of potential growth of a state through exploitation of its resources. There was also a realization in some states of the loss of income due to a decline in industry.¹⁷

South Dakota's governor said in commenting on the state tourist and industrial program:

South Dakota expects to continue its regular program of advertising in spite of war. Advertising is a business that does not permit closing of our books and discharging the help. Our merchandise once known must be kept before the public.¹⁸

These early programs in the promotion of state tourism and industry were carried on primarily by advertising in newspapers and national magazines.

In 1937 the Wisconsin Legislature appropriated \$50,000 for publicizing the state's recreational attractions. Money was given to the Conservation Department to administer. The newly created

16 Donald G. Hileman, "State Advertising: Tourist and Industrial," Journalism Quarterly, 34:217-27 (Spring 1957).

17 Hileman, pp. 217-23.

18 Hileman, p. 223.

Recreational Publicity Division of the Department did not wish to publicize but to present information.¹⁹

This pioneering Recreational Publicity Division established a new type of story which was presented and prepared especially for outdoors editors.

News releases were never related to an advertising program. News releases were offered to hundreds of newspapers on their own merit. Wisconsin received nationwide publicity as a result of this.

Objectives of the study

It is the purpose and objective of the author to study the program of the Information and Education Section, South Dakota Department of Game, Fish and Parks.

Since the Information and Education Section is the "voice" of the Department, it has an important role--to communicate with the public.

How does the Section create good public relations? What are the means by which the Section communicates with the public? How effective is the Section's program?

Those are questions which this study attempts to answer.

This study may aid other public information specialists in establishing similar programs, or it may aid others in comparing their programs to recognize "weaknesses" or "strengths."

¹⁹ Christie P. Holway, "How a State Publicity Campaign Popularized Conservation," Public Opinion Quarterly, 1:140-43 (October 1937).

History of the Department of Game, Fish and Parks

Prior to the white man's settlement in South Dakota, vast numbers of game animals flourished on the prairies. There was an abundance of all forms of wildlife and a land that was rich in natural resources.

Growth and expansion of Dakota Territory and other areas of the West was inevitable. Many of the first settlers came at the conclusion of the Civil War. In the 1890's and at the turn of the century large numbers of people came to South Dakota. When gold was discovered in the Black Hills, this also brought intensive settlement to the area.²⁰

Gradually, with settlement, the rich prairie soils were being plowed. Agriculture was now taking place in this new land. Farming and ranching could not entirely co-exist with millions of buffalo. The prairie chicken could neither exist when its natural habitat, the grasslands, was being destroyed.²¹

Eventually hunters killed most of the buffalo and other game. Game fish were taken by the wagonload from the lakes and streams of South Dakota until there were few fish remaining.²²

20 Samuel G. Price, Saga of the Hills, (Hollywood: Cosmos Press, 1940), pp. 3-176.

21 Don Hipschman, "Department History," Annual Report, (Pierre, S. D.: Department of Game, Fish and Parks), p. 17.

22 Hipschman, p. 28.

.. Loggers were ruthlessly threatening to deplete the forests of the Black Hills.

This was the stage that was set in the 1870's when the Territorial Legislature decided to do something to conserve wildlife and the natural resources of Dakota Territory.²³

In 1875 the first laws governing the territory's game and fish went into effect. A law was passed prohibiting the taking of quail, grouse, and prairie chicken between May 1 and August 1 of each year. There was no provision, however, for bag limits or enforcement.

In 1881 the first laws on big game went into effect when it became unlawful to leave any big game carcass on the open prairie.

The Territorial Legislature was very busy in 1883; it passed many laws on game and fish. On big game a closed season was set from January 1 to September 1 of each year.

In 1883 the first kind of game law enforcement was established. The law provided for the appointment of a Fish Commissioner by the governor with the salary set at \$300 a year.

Laws established in 1883 declared it unlawful to take fish by any other means except by hook and line. All perch, pike and muskellunge were protected in all waters except the Missouri and Red Rivers from February 1 to May 1.

Laws were enacted by the 1887 Territorial Legislature empowering judges to appoint attorneys to prosecute game law violators.

23 Hipschman, p. 22.

There was a lapse of some years before new laws concerning game and fish were written. Thus, it was only in 1893, some four years after South Dakota had gained statehood, that new game and fish laws were written. With statehood South Dakota finally had the machinery necessary for effective control of hunting and fishing. Previous to this it was difficult to enforce and make laws.²⁴

It became necessary for more and more laws to be passed, though, as game and fish stocks were dwindling.

In 1893 the legislature passed more laws. The legislature instructed county boards to appoint six fish wardens in each county. The fish wardens were to serve without pay. Their duties were to arrest fish law violators and arraign such persons before a justice of the peace. Fines collected from a result of such proceedings were split between the warden and the state.²⁵

Market hunting, which depleted much game, was banned in 1897. Limits were set at two animals a day and four in a season. Only two animals taken in a season could be sold and then only by securing the proper certificate.²⁶

In the 1890's the first attempts were made to propagate pheasants. Dr. A. Zetlitz was one of the first to introduce pheasants to South Dakota. From pioneering stocking in the 1890's,

²⁴ Hipschman, p. 29.

²⁵ Hipschman, p. 29.

²⁶ Compiled Laws of the Territory of Dakota, (Bismarck, Dakota: E. W. Caldwell and Charles H. Price, 1887), p. 185.

South Dakota eventually was proclaimed as the "Pheasant Capital of the United States." The first pheasant season in the state was in 1919 when a total of 200 pheasants were shot on a day when both snow and rain made hunting conditions bad.²⁷

In 1910 another game bird was introduced to the state--the Hungarian partridge. The first open-hunting season on partridges was held in 1937.²⁸

From 1919 on it was a slow process in building back stock to make hunting good again. Due to the foresight of the Territorial Legislature and the State Legislature in passing laws to protect wildlife, and to game and fish officials in stocking and introducing birds and game animals, good hunting was again a reality.

Rocky Mountain goat, elk and buffalo were introduced. Game was slowly beginning to flourish in South Dakota.

Another year of great importance in the history of the Department took place in 1919. In that year a Game and Fish Commission was established and W. F. Bancroft was appointed the state's first game warden with a salary of \$1,500 a year.²⁹

In 1934 the Department began circulating a mimeographed "digest" of conservation news and intra-departmental events to employees. Thus it was that the Department realized the need for education. Some of these "digests" reached the public and there

27 Hipschman, pp. 35-7.

28 Hipschman, pp. 47-8.

29 Hipschman, p. 11.

was a demand for more news and information. Thus, because of public interest, the Conservation Digest went into circulation. Presently it is published once every two months. For a time just after 1935 the magazine was published once a month.³⁰

Publishing the Conservation Digest and informing the public about the Department's role in wildlife conservation and the preservation of natural resources became a difficult task. As a result a full-fledged information and education office came into being in 1950. Today this is called the Information and Education Section.

In 1945 the legislature made the Department of Game, Fish and Parks; that is the name it remains today. The Department now had an added responsibility, that of supervising the new division of forestry and parks.³¹

The Department today consists of a Director, an Assistant Director, eight Commissioners, a Division of Game Management, a Division of Administration, a Division of Forestry and Parks, an Engineering Section, a Land Management Section and an Information and Education Section.

The Department is controlled by representatives of the public through an eight-man Commission whose members are selected by the governor.

30 Hipschman, p. 59.

31 Hipschman, p. 59.

Purpose of the Information and Education Section

It is the purpose of the Information and Education Section to inform and educate. To this extent the Section is the "voice" of the Department of Game, Fish and Parks.

The Section's objectives are to inform the public how and why game and fish are managed, how laws are enforced, how parks are planned, how the Department procures and utilizes land resources, or anything else that has to do with recreation or the wise use of the state's natural resources.³²

How does the Information and Education Section inform the public? This is done through various communications media and other means that will be discussed more extensively in a later chapter. The job of the Information and Education Section is not only to inform and communicated internally (within the Department) but externally (the public).

The major publication produced by the Section is the Conservation Digest which was previously mentioned in the history section of this chapter. Other publications are also produced by the Information and Education staff. The publications include: the Game, Fish and Parks Lawbook, the boating law booklet, the hunting and fishing regulations and several more miscellaneous pamphlets.

³² Ron Schara, "Information and Education," Conservation Digest, 33:21 (November/December 1966).

Another important news medium that is being used by the Section is television. A television program which is carried by four stations is produced monthly from September to May. Short movie films of current Department news are also sent to television stations for use in news broadcasts.

A weekly radio program known as "South Dakota Outdoors" also reaches both resident and non-resident sportsmen.

Fishing is also becoming "big business" in South Dakota. With the increasing large bodies of water resulting from the large dams that were built on the Missouri River, the state is fast becoming a fishing state. Every week the Section distributes radio tapes to radio stations in South Dakota and two surrounding states giving the latest information on fishing success statewide.

Daily and weekly newspapers are kept informed by a newsletter which is sent out weekly.

Requests for information about fishing, hunting and camping are mailed to persons all over the United States.

A library of movie films is kept by the Section. These films cover a variety of subjects and are loaned to schools and organizations. These films were viewed by over 100,000 people in 1966.

Position responsibilities of the Information and Education Section

In overall charge of the Information and Education Section is the Chief of the staff. He is under the direct supervision of the Assistant Director of the Department of Game, Fish and Parks. The

Chief of the Information and Education Section as head of the Section also performs other duties which are to:

- 1) inform the general public on natural resources conservation, including Commission policies, regulations and decisions relative to all Department activities;
- 2) publish and serve as Editor of the Conservation Digest, annual reports, newsletter, and other printed materials concerning the Department, except for licenses and administrative forms;
- 3) provide information to Department personnel on policies and programs;
- 4) coordinate activities of the Information and Education Section with other Divisions;
- 5) make periodic reports to the Commission and the Director in drawing up the annual report on the budget for the Information and Education Section;

The Communications Specialist is another staff member of the Section. He is under the supervision of the Chief of Information and Education.

Duties of the Communications Specialist are to:

- 1) efficiently gather and disseminate information to all state news media;
- 2) prepare the weekly newsletter with the assistance of the Publications Specialist;
- 3) assist in planning and presentation of in-service training

programs for Information and Education and other personnel;

4) maintain inventory of all Information and Education equipment;

5) assist in preparation of routine reports and special request articles.

Another staff member of the Section is the Publications Specialist; he is under the supervision of the Chief of the Information and Education Section. The Publications Specialist's duties are to:

1) design and prepare layouts for all Department publications, including the Conservation Digest, annual report, regulations and other publications;

2) prepare specifications for all Department publications;

3) maintain an adequate inventory of all Department publications to assure a smooth flow of information to the public;

4) conduct a regular inventory of all Department publications to field personnel;

5) assist in preparation of the weekly "Wildlife Newsletter."

Another staff member of the Section is the Audio-Visual Specialist; he is under the supervision of the Chief of Information and Education. The duties of the Audio-Visual Specialist are to:

1) supervise all Department still and movie photography;

2) supervise operations of the darkroom;

3) supervise purchase of all photographic supplies and distribution of film and audio-visual equipment;

- 4) prepare and direct major Department radio and television programs;
- 5) supervise major public exhibits, including one at the State Fair;
- 6) maintain an inventory of all audio-visual equipment, including permanent exhibit materials;
- 7) assist in presentation of the programs and objectives of the Department.

CHAPTER II

METHODOLOGY

The primary purpose of this study was to analyze the program of the Information and Education Section, South Dakota Department of Game, Fish and Parks.

It was necessary to study the functions of the Information and Education Section and every means or technique the Section used to inform the public.

A secondary purpose of the study was to evaluate the effectiveness of the Information and Education Section.

To study the program of the Information Section, specific categories had to be initiated so that an effective and complete report on the duties and functions of the Section could be more simply interpreted.

All the functions of the Information and Education Section were categorized into three major groups: 1) personal communications; 2) semi-personal communications; and 3) mass communications.

Most of the information for the study was obtained by personally interviewing all the members of the Section.

Additional information for the study was obtained by using the files of the Section, by observation, by researching books, by studying the literature produced by the Section and by use of a questionnaire.

Such things as seeking information on the number of films sent out for public use was obtained from the files of the Information and Education Section.

Information on the budget, work experience and training of the Section's staff was obtained by personal interview and by use of the files of the Section.

The numerous pamphlets, the annual report, bi-annual report, and other literature produced by the Section, also were useful for obtaining information for the study.

Finally, a three-page questionnaire was sent to wildlife and conservation organizational presidents in South Dakota who were affiliated with the National Wildlife Federation.

The questions were concerned with personal communications, semi-personal communications and mass communications.

Purpose of this questionnaire (Appendix B) was to check the effectiveness of the Section's program.

CHAPTER III

FINDINGS

The budget

The budget is perhaps the most important item for the program of the Information and Education Section. Certainly a method of financing a program is essential to the eventual success or failure of an organization or institution.

The budget for the Information and Education Section was \$218,713.37 for fiscal year 1964-65. For fiscal year 1965-66 the budget was decreased to \$112,178.45.³³ The budget for 1966-67 is \$117,000. The budget, as of January 10, 1967, totaled \$112,650 for fiscal year 1966-67.

There are several reasons for the decrease in the budget for the Section. For one thing, the Department is not in business to make money. It is a public institution that exists primarily to supply the public with "recreation." The Department is charged with the responsibility for the conservation of basic resources: soil, water, wildlife and timber. Thus, its role or reason for its existence is vastly different from most institutions whose major goal is to sell a product or services.

³³ The Biennial Report for 1964-65 and 1965-66, (Pierre, South Dakota: Department of Game, Fish and Parks, 1966) pp. 22-37.

The Department receives no tax funds from the state for its game and fish restoration, management and research program. The Department receives no part of the fines collected for game and fish law violations. These funds go to the Common School Fund.

The Department gets the bulk of its funds from game and fish licenses sold to residents and non-resident sportsmen. Some federal funds are received but these funds must be used for a particular project or program. These federal programs include the Dingell-Johnson Federal Aid to Fish Restoration and Pittman-Robertson Federal Aid in Wildlife Restoration.

South Dakota suffered two severe winters during 1964-65 and 1965-66 which severely depleted the pheasant population. This resulted in a decline in the number of non-resident hunters coming to South Dakota.

An example of the income loss is shown by examining South Dakota Department of Game, Fish and Parks records for the years 1963 and 1966. In 1963 non-resident hunters coming to South Dakota totaled 68,901. License fees totaled \$1,722,525. In 1966 only 6,000 non-residents came to the state.

Another monetary problem of the Department is maintenance of the state parks which are under the Department's jurisdiction. The cost of maintenance of the parks and recreation areas is high, and the Department found that it would be increasingly difficult to secure adequate funds for maintenance of these areas.

In 1967 the South Dakota State Legislature passed a bill

authorizing the Department to charge a \$2 fee to Custer State Park, which usually attracts more visitors than any other state park, and to other parks and state recreation areas. Charging a fee for visiting parks and recreation areas will provide additional funds for the Department and will help to relieve some shortages of funds realized in the past.

At present the Department is still operating under a restricted financial squeeze. As a result there are no plans at present to raise the budget or increase the staff of the Information and Education Section to its previous higher level before the budget decrease in 1965.

Work experience and
training of personnel

The work force for the Information and Education Section consists of a Chief who is in overall supervision, a Communications Specialist, an Audio-Visual Specialist, a Publications Specialist and two secretaries.

Previously, the work force consisted of eight trained public information specialists and two secretaries. However, reorganization of the Section and more directly a decrease in the budget for the Section necessitated eliminating four positions in the organizational structure. The positions that were eliminated were four Regional Information and Education Specialists. These Regional and Information Specialists were located at Rapid City, Sioux Falls and Aberdeen.

The Regional Information and Education Specialists performed the following duties for the Section before the position was eliminated:

- 1) write and distribute news releases and photographs of Department activities to all news media within his region;
- 2) direct regional television and radio programs dealing with Department activities;
- 3) assist other Department personnel in setting up exhibits for public display;
- 4) convey Department policies and public relations information to field personnel within the region;
- 5) develop key contacts within his region in order to assure the continuing flow of accurate information about Department activities;
- 6) maintain an inventory of all Information and Education equipment and permanent materials within his region.

All four remaining staff members previously mentioned have college degrees.

The present Chief of the Section has a bachelor's degree with a major in history. He previously served in a capacity similar to his present position for the Nebraska Information and Education Section. Previous experience also includes work for a large daily newspaper in an Eastern city. The Chief has been employed with the Section for three years.

The present Communications Specialist has a bachelor's degree

with a major in journalism. He has worked for a number of years as a television cameraman and movie technician and served as an intelligence editor in the United States Army. He also was an editor of a weekly newspaper for nine years. He has been an employee of the Section since 1963.

The present Audio-Visual Specialist has a bachelor's degree with a major in mathematics. He has taken several courses on film production and also worked part-time for a television station. He has been a staff member of the Section since 1965.

The present Publications Specialist has a bachelor's degree with a major in technical journalism. He has previously worked with the Iowa Information and Education Section as a Publications Specialist. The Publications Specialist has been with the Section for one year.

The secretaries who work for the Section are in charge of the various office duties necessary to an information program. These duties include filing copy, typing, mailing letters and literature and performing routine office or secretarial work. These, secretaries, however, perform other vital and valuable functions for the Information and Education Section. One secretary is in charge of the clipping service. This consists of filing or clipping all articles from newspapers or magazines that are pertinent to the work of the Department that does not originate from the Department. Another secretary is in charge of mailing and handling requests for movie film for distribution to the public.

The Section staff members keep abreast of news in their particular field, and they keep up their standards of professional training.

As a group the Section belongs to the American Association for Conservation Information. This association consists of all the various information and education sections or divisions in the United States. This association is formed as an incentive to improve the effectiveness of the various members in communicating with the public.

One staff member belongs to the Outdoors Writers Association. All staff members also attend various workshops, seminars, conferences dealing with writing, photography and other technical skills required for their positions.

Personal communications

Personal communications consists of the following:

- 1) face-to-face contact;
- 2) the telephone and telegraph;
- 3) the personal letter;
- 4) group conferences or small meetings;
- 5) open houses and tours.

The Information and Education Section makes extensive use of personal communications. Face-to-face contact with people is necessary in order to meet some of the objectives of the program. An effective way for Section staff personnel to discuss and answer people's questions is use of face-to-face contact. Face-to-face contact then becomes two-way communications which is practical.

Information and Education Section staff personnel travelled

over 100,000 miles in 1966 by automobile in conjunction with their duties.

A typical example of face-to-face communications with the public may take place when Section staff members are engaged in field duties. Perhaps a game warden, a game biologist and Section staff members are observing the results of elk hunting in western South Dakota.

The game warden may meet with the public by checking on hunting licenses, the game biologist may wish to check the ages of the elk, and Section staff personnel may wish to report and inform the public about some of the proceedings that are taking place. Perhaps the Section is filming the results with sound motion film in color.

The Section may interview people and seek information pertinent to giving the event publicity in the Section's news releases, the Department magazine or television coverage.

The typical example just mentioned is only one of the many and diversified duties the Section performs in meeting with the public. By meeting with various individuals over much of South Dakota, the staff makes a "personal touch" possible.

Another type of personal communications is by the use of the telephone and telegraph. The Section uses the telephone and the telegraph within the Department for in-service business as well as use in making contact with the public.

That extensive use is made of the telegraph and telephone is illustrated by the \$3,500 the Section spent from July 1966 to January 1967.

The Section receives telephone calls from South Dakota and elsewhere in the United States requesting information on hunting, fishing, and camping or other related information. Non-resident sportsmen, of course, have been primarily interested in information on pheasants.

Other requests are made for literature the Section produces. Individuals have also requested reprints on specific articles that appeared in the Departmental magazine.

The Section frequently contacts game wardens or district staff personnel requesting information for subsequent publicity on subjects related to public interest.

Group conferences or meetings are another means of personal communications and are used by the Section for in-service use and for external use.

The Section holds in-service meetings for staff personnel on Monday of each week.

The Section staff members are occasionally asked to meet with organizations. However, game wardens or field personnel from the Department are primarily engaged in public relations work of this kind.

Another means of personal communications is the open house or tour. This is used by the Department with the Information and Education Section acting in a supervisory capacity to some extent.

Each year South Dakota legislators are invited to an open house. The Department uses a sound color film that outlines the policies and duties of the Department. The legislators then meet

informally with members of the Department for a question-and-answer session. This is an example of two-way communications and a practical means of informing our lawmakers of the Department's program.

All organizations and institutions desire public understanding. The Department of Game, Fish and Parks is perhaps more dependent on public understanding than most institutions since it is a government or public institution owned by the people of South Dakota.

Semi-personal communications

Semi-personal communications includes the following things:

- 1) speakers' bureau;
- 2) audio-visual aids--charts, graphs, models, slide films, and motion pictures;
- 3) special events--anniversary celebrations, observance of special days or weeks, window and lobby displays, exhibits at fairs, and home shows;
- 4) direct mail;
- 5) books, booklets, and pamphlets for special distribution.

The Information and Education Section is occasionally involved in public speaking to the extent that staff personnel may be asked to speak before audiences such as schools, sportsmen's groups or other organizations. Staff members certainly speak to mass audiences when they make appearances via the radio or television.

Audio-visual aids are extensively used by the Section as a form of semi-personal communications.

As part of in-service training, the Section is responsible for training some employees of the Department. Training involves communications and operation of equipment. Information specialists from the Section demonstrate and train individuals in the use of photographic equipment, audio-visual aid use and in the skills of writing and preparing copy.

In preparation of numerous booklets, pamphlets and other literature, the Section uses charts, graphs and maps as aids in making the literature more meaningful.

A graph may be used to demonstrate the increase or decrease in wildlife in the state. Charts may be used in listing of state parks with pertinent information as to location, facilities available, capacity of campgrounds and other related information. Pamphlets may outline the proper procedure in field-dressing a big game animal. Maps may be used to mark boundaries for fish and game regulations.

Mockups and models have been used by the Information and Education Section at the annual State Fair in Huron.

Slide films and motion films are used more extensively than any other semi-personal communications with the exception of literature such as pamphlets, brochures and so forth.

Slide films are used for the Section's monthly television program but are not available for public use as the Section is currently in the process of filing and preparing a larger stocking.

There is great demand for sound motion films, both color and

black-and-white, from the Section's film library. Heaviest demand for motion films is during the winter months, especially before Christmas. Sportsmen's groups and schools order most of the films.

In 1966 the Section sent 1,286 motion films to various groups. Thus, an average of over three films a day was sent to groups.

Most frequently requested film is "Predators for Sport" which is a twenty-six minute sound color film. There were 162 requests for the film in 1966. The film is a step-by-step account showing how to call foxes, coyotes and bobcats using an artificial call that mimics a wounded rabbit. The film is both educational and entertaining.

The Section has films on birds, conservation practices, fire-arm safety, forest fire prevention (Appendix D) and other films on various subjects. Many of these films are used for television presentation over the Section's monthly program.

Special events, such as anniversary celebrations, observances of special days or weeks, are effectively used by the Section.

For the fiftieth anniversary of the Department in 1959, a 154-page book was written as part of the annual report. This inclusive book listed the duties of every Division and Section of the Department as well as a history of the Department.

The Section interviewed the state chairman of the South Dakota Wildlife Federation over radio for National Wildlife Week (March 19-25) this year. A story about National Wildlife Week was carried in the weekly newsletter issued by the Section, and a story also appeared in a weekly column, "Outdoors With Dave."

The Section also sends literature to groups or individuals who request such material for National Wildlife Week.

Another form of semi-personal communications is lobby displays and exhibits.

Department headquarters in Pierre features a lobby display of stuffed animals and birds, most of which are native to South Dakota.

Exhibits are used by the Section at the State Fair. Previous exhibits have consisted of an aquarium displaying fish native to South Dakota and a fur exhibit. More recently the Section displayed an information booth with literature that was available to the public upon request. Two-way communications is also a practical by-product as a result of the Section's exhibit.

Another form of semi-personal communications is the mass meeting and convention. Mass meetings may be requested by individuals, sportsmen's groups and other groups if situations arise that concern the Department and the public.

Section staff members have only occasionally participated in mass meetings, but they have been called upon in certain instances to lend their assistance. The Director, Assistant Director, wardens and field personnel have been more active participants in mass meetings.

An example of a recent mass meeting was held April 1967, in Canistota, South Dakota. The meeting was held to discuss a problem of predator control. Farmers complained that Department procedure in poisoning fox to control predators resulted in losses to livestock and pets.

The mass meeting with the farmers resulted in two-way communication. The Department explained its reasons and purpose for the study to control foxes and listened to farmers' grievances.

Presiding over the meeting was the Assistant Director of the Department. Also representing the Department was a district game warden from Salem.

Direct mail is another form of semi-personal communications used by the Section for in-service and external use.

Thousands of requests for information are received from individuals and groups from South Dakota and other states. The Section handled over 35,000 pieces of mail in answering questions and fulfilling requests for literature.

Mass communications

Mass communications consists of:

- 1) daily and weekly newspapers;
- 2) magazine publications;
- 3) radio and television.

The Section uses the state's twelve dailies and 148 weekly newspapers as a means of communicating with the public.

A weekly newsletter or news release is sent to the state's newspapers. A weekly column, "Outdoors With Dave," is sent to a number of newspapers. Weekly newspapers make more use of this column than do most of the state's larger newspapers or dailies.

The Section also telephones immediate news to wire services or is picked up by wire service correspondents during visits to the

Department office in Pierre. "Immediate" news is news of timeliness and is news that should be published immediately. This includes news of such things as forest fires, postponement of hunting seasons and other news that is "immediate."

The newsletter or news release is more a medium for interpretation and elaboration of the news. Thus, a newsletter contains material that usually goes beyond the essential facts of a story.

The weekly newsletter is distributed not only to the state's newspapers but to sportsmen's groups, conservation officials and individual sportsmen in the state.

It is usually the avid sportsmen who influence conservation policy. It is important, therefore, that newsletters reach one particular group--the avid sportsmen.³⁴

While the newsletter is intended primarily for newspapers, it must be edited somewhat for the avid sportsmen. This is no disadvantage for the writer, as having an audience clearly defined is advantageous and results in the direct-mail approach to publicity.

However, there are two sets of requirements--those of the general public and those of the avid sportsmen--that must be met. Detailed specific information is usually demanded by the avid sportsmen, but this requirement could result in stories being too lengthy for the desires of the press.

³⁴ Marshall Gall, "An Analysis of Newspaper Usage of 186 Releases Issued by the South Dakota Department of Game, Fish and Parks," Unpublished M.S. thesis, South Dakota State University, 1960.

The weekly news release is effective in that it can be used in two ways. Since news releases are not always "news" in the truest sense, newspaper editors do not have to depend on the time element alone for reader interest. Thus, the news release can be used immediately or for later use. It can also be used in Sunday editions.

The Section does not advertise; however, it does get considerable news space through its news releases or wire copy stories.

Information writers realize the value of the news release.

Richard Toohey states:

Since World War II there has been a complexity of press release distribution and media selection. This is true because competition is increasing at the editor's desk from news releases he receives; there are more people sending news releases; a more important and significant role is being played by the press itself.³⁵

An excellent guideline to follow in distribution of news releases is: "No one can successfully select media for a press release who is not qualified to write it in the first place."³⁶

The Section won the first place National Award for "Newsletters" in 1961 sponsored by the American Association of Conservation Information.

The Section also uses radio and television as a means of mass communications. A weekly 15-minute radio program and a 3-minute weekly fishing report is broadcast by fifteen South

³⁵ Richard Toohey, "The Scientific Concept of Media Selection," Public Relations Journal, 22:15-16 (September 1966).

³⁶ Toohey, p. 16.

Dakota, stations and two stations outside the state. The 15-minute radio program, "South Dakota Outdoors," is informational and educational.

A recent broadcast in March 1967, featured a discussion on migration of waterfowl. The Section staff member narrating the program encouraged the public to watch for the vast numbers of migrating birds. The public was given the location and names of places containing the largest concentrations of waterfowl.

The Section's 3-minute radio fishing report gives information on fishing conditions and fishing success throughout the entire state.

In 1964 the Section won a second place National Award for "Outstanding News Program" for radio reporting.

The Section's 30-minute monthly television program is carried by four stations. Stations broadcast the program at various times and dates.

Emery, Ault and Agee say: "Newspapers appeal to the sense of sight, and radio appeals to the sense of hearing, television caters to both and offers the additional factor of motion."³⁷

The Section tries to program as much local news of specific areas of the stations as possible.

A 2-minute news clip is also occasionally used by the

³⁷ Edwin Emery, Phillip H. Ault and Warren K. Agee, Introduction to Mass Communications, (New York: Dodd, Mead & Company, 1963) p. 246.

Section. This news clip, which is usually in color, is sent to cooperating television stations once a month.

The Section's television program called "Black Hills Outdoors" won a first place National Award for "Outstanding Television Program" in 1963. This award was sponsored by the American Association for Conservation Information.

The major publication produced by the Section is the magazine Conservation Digest. Purpose of the magazine is to influence, inform and to entertain. Emery, Ault and Agee say: "Much communication of ideas, information and attitudes among people is carried on through magazines."³⁷

Circulation of the magazine more than tripled from 7,800 in 1950 to 24,000 in 1966.

There is no subscription fee for the magazine, and it is, therefore, sent to individuals and groups upon request.

Content in magazines generally contains more detailed information than a news release. Articles that appear in magazines are, therefore, larger in length than are news releases. This is to the advantage of the magazine writer in that he can comment on particular subjects in greater detail.

The Section won first place nationally in 1959 for the "Outstanding Magazine" sponsored by the American Association of Conservation Information.

37 Emery, Ault and Agee, p. 212.

Organizations of the South
Dakota Wildlife Federation

A three-page questionnaire containing twenty closed and open-end questions was sent to 39 South Dakota wildlife and conservation club presidents. These clubs were affiliated with the National Wildlife Federation.

The questionnaire was sent to these clubs or organizations because the members constitute a group identified as avid sportsmen. The avid sportsman influences wildlife and conservation practices more than does the average sportsman or the general public.

Twenty-seven of the 39 club presidents responded to the questionnaire.

Purpose of the questionnaire was to check, to some extent, the effectiveness of the Information and Education Section's program.

The questions were concerned with personal communications, semi-personal communications and mass communications (Appendix B).

A large number of club presidents, 25 of 27, stated that they read the magazine regularly (Table 1).

The respondents were also asked to comment on what they liked about this magazine (Table 2). Answers were grouped into five major categories.

When the respondents were asked if there was anything they disliked about the magazine, 25 said "No," while two said "Yes." Two respondents gave no answer to the question. The two respondents who disliked certain things about the magazine said that a subscription fee should be enacted.

TABLE 1

Club Presidents Reading Frequency
of Departmental Magazine

| Read the magazine: | Number |
|--------------------|--------|
| Regularly | 25 |
| Infrequently | 2 |
| Never | 0 |

TABLE 2

Reasons Why Club Presidents
Liked the Magazine

| This magazine is: | Number |
|-----------------------------|--------|
| Interesting and informative | 21 |
| Attractive | 2 |
| Timely | 2 |
| Well edited | 1 |
| No answer | 1 |

Respondents were asked if they felt the Department did a good job with newspaper publicity (Table 3). Respondents overwhelmingly answered "Yes."

The two respondents who answered "No," said the Department gave only their own viewpoint instead of giving both sides of an issue.

In reference to the frequency of watching the monthly television program, there were fewer favorable responses than for the magazine and newspaper publicity (Table 4).

TABLE 3

Club Presidents Opinions of Departmental
Newspaper Publicity

| The newspaper publicity is good: | Number |
|----------------------------------|--------|
| Yes | 25 |
| No | 2 |

Those who said they never watch the television program, answered that they had no television station in the area that carried the program. Respondents who said they occasionally watched the program said the program was not scheduled during prime-time so they watched other programming. However, 20 of the 27 respondents strongly endorsed the television program (Table 5).

TABLE 4

Club Presidents Viewing
of Television Program

| Watch the television program: | Number |
|-------------------------------|--------|
| Frequently | 12 |
| Occasionally | 9 |
| Never | 5 |

TABLE 5

Club Presidents Rating
of Television Program

| Rating of the television program: | Number |
|-----------------------------------|--------|
| Enjoy it | 20 |
| Just average | 2 |
| Dislike it | 0 |
| No answer | 5 |

When the respondents were asked to rate a 15-minute radio program and a 3-minute fishing report for radio, favorable responses were lower than for magazine and newspaper publicity (Table 6). Apparently some of the respondents who gave no answer never heard of the radio programs.

TABLE 6

Club Presidents Rating
of Radio Programs

| Rating of the programs: | Number |
|-------------------------|--------|
| Dislike programs | 0 |
| Average programs | 5 |
| Like programs | 12 |
| Never heard of programs | 4 |
| No answer | 6 |

When the respondents were asked if they felt the radio reports were doing a good job in informing the public, twelve said "Yes," eight said "No," and seven did not answer. Of those who said "Yes," they liked the radio reports, eight stated that good information was furnished. Four respondents gave no answer. Four respondents said that they didn't like the radio reports because they said the scheduling time was poor. One respondent reported

that more news on fishing was needed. Two respondents stated that trained commentators were needed. Three respondents did not answer.

The respondents were asked to rate their relationship with the Department of Game, Fish and Parks. No respondents indicated that their relationship was poor (Table 7).

TABLE 7

Clubs Relationship With
the Department

| The relationship is: | Number |
|----------------------|--------|
| Excellent | 13 |
| Good | 13 |
| Fair | 1 |
| Poor | 0 |

The respondents were asked if any members of the Department had ever been invited to a club or organizational meeting. Twenty-six of the respondents said "Yes," while only one respondent said "No." Respondents gave a variety of answers for the most recent visit of a member of the Department (Table 8). However, the answers were grouped into seven categories.

Club presidents made personal contact with members of the Game, Fish and Parks Department at least once a year (Table 9).

TABLE 8

Reasons for Inviting Department
Personnel to Club Meetings

| Subjects discussed were: | Number |
|--------------------------|--------|
| Pheasants and waterfowl | 7 |
| Fishing management | 7 |
| Legislation | 2 |
| Departmental duties | 3 |
| Special events | 3 |
| Departmental problems | 3 |
| Game seasons | 1 |

TABLE 9

Frequency of Departmental
Visits With Clubs

| Department meets with clubs: | Number |
|------------------------------|--------|
| Once a year | 10 |
| 2 or 3 times a year | 8 |
| 4 or more times a year | 8 |

Clubs used a variety of communications in contacting the Department. Respondents were asked to check one or more of four categories that applied to them (Table 10).

TABLE 10

Means of Communications Used
to Contact Department

| Clubs contacted the Department by: | Number |
|------------------------------------|--------|
| Mail | 23 |
| Personal representatives | 23 |
| Telephone | 13 |
| Telegraph | 4 |

Respondents were almost split evenly in response to whether organizations should have more voice in policy-making and in setting of game seasons. Fourteen respondents said "Yes," while thirteen said "No."

When the respondents were asked to comment on policy-making and on game seasons, fourteen said the Department was doing a good job. Five said that more voice was needed in getting the Commission to accept suggestions while six said more voice is needed in setting game seasons.

Respondents gave a variety of reasons in response to things they disliked about Department policies (Table 11).

TABLE 11

Improvements in Departmental Policy
Suggested by Club Presidents

| Suggested improvements: | Number |
|--|--------|
| Organize groups to meet with Department | 6 |
| Separate Game and Fish Division from Parks | 1 |
| Need better predator control | 1 |
| Limit out-of-state hunters | 1 |
| Improve radio fishing report | 2 |
| Need better public relations | 1 |
| Need stiffer fines for game law violations | 1 |
| Admit reason for pheasant decline | 1 |

Last, the respondents were asked what they felt the Department did particularly well. Seventeen respondents said the entire Department management, research and public relations was excellent. Eight said parks' management was excellent. Two respondents did not comment.

CHAPTER IV

SUMMARY, CONCLUSIONS AND SUGGESTIONS FOR FURTHER STUDY

Summary

The primary purpose of the study was to analyze the public information program of the Information and Education Section, South Dakota Department of Game, Fish and Parks.

The author contacted the staff of the Information and Education Section and obtained much of the data for this paper by the personal interview method and other means mentioned in a previous chapter.

It was found that the budget for the Section was reduced from \$218,713.37 for fiscal year 1964-65 to \$117,650 for fiscal year 1966-67. As a result of this budget decrease, Section staff personnel were reduced in numbers from ten to six.

Quality and efficiency is somewhat reduced because the "time element" is involved. That is, a reduced staff can only do so much work in a certain amount of time.

Four positions eliminated from the Section involved Regional Information and Education Specialists. These staff members were stationed at three locations in the state and provided "local information" for the Section. These individuals were also in a position to convey Department policies and public relations

information to field personnel within the area. They could also provide a smooth flow of accurate information about Departmental activities. Such vital information that the Regional Specialists could supply was now no longer possible.

Staff personnel in the Section were found to be well-educated, trained and professional. The Section as a group received national recognition for their performance in disseminating information.

It was found that the Section used many forms of communications. This indicated a knowledge of the various communications forms and their uses.

The Section made extensive use of personal communications, semi-personal communications and mass communications. This included use of the mass media, telephone, telegraph, direct mail, audio-visual aids and so forth.

A three-page questionnaire was sent to various wildlife and conservation groups in South Dakota. Purpose of the questionnaire was to evaluate the effectiveness of the Section's communications.

It was found that a large number of respondents read the Department magazine regularly and found it interesting and informing.

Respondents also reported that they felt the Section's newspaper publicity was very good.

The viewing audience among club members for television was not so large, although almost half the respondents watched the monthly television program. Most of the respondents enjoyed the television program, but they disliked the time scheduling. Still

others did not watch the television program because stations in their areas did not carry the program.

Relationship and personal contact between the clubs and the Department was excellent.

Almost every available means of communications was used by the clubs--telephone, telegraph, personal representative and direct mail--to communicate with the Department.

Conclusions and recommendations

The following conclusions and recommendations have been formulated from data that have been compiled:

1) Working efficiency of the Section has been reduced. This is evident because the staff was reduced in numbers, and the Section is limited by time in the amount of work that can be performed by a reduced staff.

2) Relationship and personal contact between the Department and the avid sportsmen is excellent.

3) The magazine and newsletter or news release is a valuable and effective aid of communicating with the avid sportsmen.

4) Section staff personnel are highly trained and efficient. They are well aware of all forms of communications and are proficient in their uses.

5) The present time-scheduling of television is a deterrent to viewing audiences, and a better time or "prime time" is needed. The author realizes that the Department does not have control over such a situation and may not be able to rectify the problem.

Suggestions for further study

This study indicated that many forms of communications are used by the Information and Education Section in the disseminating of information. The mass media--television, radio and newspapers--were used extensively. Face-to-face contact, two-way communications, anniversary celebrations and similar events or techniques were shown to be used effectively in communicating with the public.

Other information programs on the governmental state level, especially information and education sections or divisions of the remaining forty-nine states should be studied. Information programs then might be compared to reveal "weaknesses" or "strengths." Perhaps a particular program might be adopted by organizations interested in establishing a strong program.

APPENDIX A

CONTACT LETTER SENT TO WILDLIFE CLUBS

CONTACT LETTER SENT TO WILDLIFE CLUBS

I need your help!

As a graduate student in journalism at South Dakota State University, I am conducting a study on the information program of the Information and Education Section, South Dakota Department of Game, Fish and Parks.

This study will primarily be concerned with how the Information and Education Section communicates and informs the public. As a specific public, the South Dakota Wildlife Federation plays an important part in the affairs of the Department. Thus, member clubs of the South Dakota Wildlife Federation are in a good position to evaluate policies of the Department.

Enclosed is a three-page questionnaire that I would appreciate your completing. A self-addressed and stamped envelope is also enclosed for your mailing convenience.

Thank you kindly for your assistance.

APPENDIX B

QUESTIONNAIRE

QUESTIONNAIRE

1. The South Dakota Department of Game, Fish and Parks publishes a magazine called the Conservation Digest. Check one of the following:

☐ I read it regularly
☐ I read it infrequently
☐ I never read it

2. What do you like about this magazine? Comment:

3. Is there anything you dislike about the magazine?

☐ Yes
☐ No

4. If you checked Yes for number 3 above, comment or give your reasons.

5. The Department uses the newspapers to inform the public. Do you think the Department does a good job in its newspaper publicity?

☐ Yes
☐ No

6. If you checked No for number 5 above, comment or give your reasons.

7. The Department prepares a monthly television program. Check one of the following:

☐ I watch it frequently
☐ I watch it occasionally
☐ I never watch the program

8. How do you like the program?

☐ Enjoy it
☐ Just average
☐ Dislike it

9. The Department produces a 15-minute program and a 3-minute fishing report for radio. Check one of the following:

☐ Dislike the program
☐ The programs are just average
☐ I like the programs

10. Do you think the Department is doing a good job in informing the public with these two radio reports?

☐ Yes
☐ No

11. If you answered Yes for number 10 above, comment or give your reasons.

12. If you answered No for number 10 above, comment or give your reasons.

13. How would you categorize your club or organization's relationship with the Department of Game, Fish and Parks?

☐ Excellent
☐ Good
☐ Fair
☐ Poor

14. Have any of the members of the Department ever been invited to one of your club or organization's meetings?

☐ Yes
☐ No

15. If you answered Yes for number 14, give the primary reason for the most recent such appearance.

16. If you answered Yes for number 14, how often do you do so?

 once a year or more
 2 or 3 times a year
 4 or more times a year

17. Has your group ever contacted the Department of Game, Fish and Parks? Specify by checking one or more:

 contacted the Department by mail
 contacted the Department by personal representative
 contacted the Department by telephone
 contacted the Department by telegraph

18. Do you think your club or organizations similar to it should be given more voice in setting of game seasons or other policies?

 Yes
 No

Comment:

19. If you dislike certain policies of the Department, what would you do to improve these policies?

20. If there is anything you feel the Department of Game, Fish and Parks does particularly well, comment on this.

APPENDIX C

PARTICIPATING WILDLIFE CLUBS

Adams, South Dakota

Adams, South Dakota

Adams, South Dakota

Adams, South Dakota

Adams, South Dakota

Adams, South Dakota

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PARTICIPATING WILDLIFE CLUBS

| | |
|--------------------------------------|---------------------------|
| Blunt Rod and Gun Club | Blunt, South Dakota |
| Brookings County Conservation League | Brookings, South Dakota |
| The Sportsmen's Club of Brown County | Aberdeen, South Dakota |
| Centerville Wildlife Club | Centerville, South Dakota |
| Claremont Sportsmen's Club | Claremont, South Dakota |
| Codington County Sportsmen's Club | Watertown, South Dakota |
| Colman Rod and Gun Club | Colman, South Dakota |
| Crooks Conservation and Gun Club | Sioux Falls, South Dakota |
| Cresbard Sportsmen's Club | Cresbard, South Dakota |
| David Wildlife Club | Davis, South Dakota |
| Day County Sportsmen's Club | Bristol, South Dakota |
| Dupree Rod and Gun Club | Dupree, South Dakota |
| Freeman Wildlife Club | Freeman, South Dakota |
| Garretson Sportsmen's Club | Garretson, South Dakota |
| Lake Vermillion Wildlife Club | Salem, South Dakota |
| Leola Sportsmen's Club | Leola, South Dakota |
| Lennox Wildlife Club | Lennox, South Dakota |
| Little Moreau Sportsmen's Club | Timber Lake, South Dakota |
| Marion Wildlife Club | Marion, South Dakota |
| Milbank Rod and Gun Club | Milbank, South Dakota |
| Miner County Sportsmen's Club | Howard, South Dakota |
| Monroe Wildlife Club | Monroe, South Dakota |
| Oahe Sportsmen's Club | Mobridge, South Dakota |

Parker Wildlife Club

Parker, South Dakota

Roscoe Rod and Gun Club

Roscoe, South Dakota

Rose Hill Sportsmen's Club

Wessington, South Dakota

Southeastern S. Dak. Wildlife Club

Marion, South Dakota

APPENDIX D

COPY A, SOUND MOTION FILM--COLOR

COPY B, SOUND MOTION FILM--BLACK AND WHITE

COPY A

| Title | Length of film |
|----------------------------------|----------------|
| Adventures of Jr. Raindrop | 10 minutes |
| A Way of Life | 45 minutes |
| Bay at the Moon | 25 minutes |
| Better Pond Fishing | 20 minutes |
| Big Four, The | 28 minutes |
| Bird Wind Adaptations | 17 minutes |
| Birds in Winter | 11 minutes |
| Birds That Eat Flesh | 6 minutes |
| Bobwhite Through the Year | 45 minutes |
| Canada Goose, The | 11 minutes |
| Conservation & Balance in Nature | 18 minutes |
| Cottontail | 53 minutes |
| Deer Family of North America | 18 minutes |
| Electronic Wildlife | 20 minutes |
| Face of the Earth | 13 minutes |
| Family Life of Birds | 19 minutes |
| Field Care of Game Meat | 20 minutes |
| Firearm Safety in S. D. | 7 minutes |
| Fishing in the West | 27 minutes |
| Flight of the Teal | 28 minutes |
| From the Bottom Up | 27 minutes |
| George Wahington's River | 28 minutes |

| Title | Length of film |
|-------------------------------|----------------|
| Good Old Days | 25 minutes |
| Great Bear Lake | 15 minutes |
| Guardian of the Plains | 20 minutes |
| Gunning the Flyways | 30 minutes |
| Hard Water Fishing | 14 minutes |
| Harvest By Hunters | 13 minutes |
| Hunting Safety | 20 minutes |
| Islands of Green | 25 minutes |
| Land of the Prairie Duck | 28 minutes |
| Life in a Pond | 10 minutes |
| Marsh Waters--Waste or Wealth | 15 minutes |
| Mourning Dove Story | 38 minutes |
| Outboard Outings | 19 minutes |
| Pipeline to the Clouds | 25 minutes |
| Plants, Animals and Geography | 16 minutes |
| Pond, The | 20 minutes |
| Portrait of a River | 20 minutes |
| Prairie Promenade | 17 minutes |
| Predators for Sport | 26 minutes |
| Prescription for Pleasure | 10 minutes |
| Rescue Breathing | 21 minutes |
| Shooting Safety | 26 minutes |
| This Is the Mallard | 44 minutes |

| Title | Length of film |
|------------------------|----------------|
| Trail of the Whitetail | 28 minutes |
| Trash to Trout | 18 minutes |
| Tree Bank | 20 minutes |
| Tree Country | 14 minutes |
| Voice of the Forest | 25 minutes |
| Web of Life, The | 33 minutes |

COPY B

| Title | Length of film |
|---------------------------------|----------------|
| Trees for Tomorrow | 24 minutes |
| Vacationland--Custer State Park | 14 minutes |
| Water Famine, The | 120 minutes |

APPENDIX E

BUDGET--FISCAL YEAR 1966-67
(As of January 10, 1967)

BUDGET--FISCAL YEAR 1966-67
(As of January 10, 1967)

| Subject | Amount Allotted |
|-------------------------------------|--------------------|
| Conservation Digest | \$35,000.00 |
| Educational publications | 15,000.00 |
| Membership fees, subscription | 250.00 |
| Insurance, motor | 100.00 |
| Repairs, motor | 5,000.00 |
| Audio-visual, new equipment | 1,000.00 |
| General office expense | 1,000.00 |
| Postage, express and freight | 3,500.00 |
| Printing | 500.00 |
| Publicity, Black Hills and Badlands | 1,000.00 |
| Audio-visual maintenance | 500.00 |
| Film library | 2,000.00 |
| Pheasant film | 500.00 |
| Still photography | 2,500.00 |
| Television production, and film | 10,000.00 |
| Other exhibits | 500.00 |
| State Fair exhibit | 500.00 |
| Telephone and telegraph | 3,500.00 |
| Office equipment rental | 300.00 |
| Salaries | 27,000.00 |
| Travel | 4,000.00 |
| TOTAL | <hr/> \$112,650.00 |

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